

**What is the name of your Idea for a New Business OR your Existing Business?**

Braves Ink Custom Apparel.

**Introduction to your Idea for a New Business OR your Existing Business. (refer to rubric)**

Braves Ink is a T-shirt business that is run by Teen Entrepreneurs who attend St. Labre. Braves Ink brings custom style and design to team and community apparel in Ashland Montana and beyond. Our specialty is providing quality apparel and customer service so those investing in our products are included in as much of the process as possible. Braves Ink will be your final stop for custom apparel.

**Description of the market(s) that the product or service your Idea for a New Business will target OR your Existing Business does target. (refer to rubric)**

Braves Ink business targets St. Labre Catholic Indian High School teams and student associations. It designs shirts and jackets all seasons of sports along with school clubs. Braves Ink also offers memorial shirts expanding beyond the walls of the school and reaching out to the neighboring communities. We have started filling out orders from people across the Northern Cheyenne reservations and beyond including: First Interstate Bank and Jesuit Volunteer Corps Northwest.

**Description of the marketing plan for customer acquisition for your Idea for a New Business OR your Existing Business. (refer to rubric)**

Plans are in motion to continue expanding into our market who regularly attend all of our sporting and cultural events first by creating customized product right then and there as the customers place their orders and second, by allowing the quality of our previous products speak for themselves. One of the benefits to our small town start.

**Describe the financial plan for your Idea for a New Business OR your Existing Business. (refer to rubric)**

We currently have an in house, student specialist who handles the majority of all our corporate finances only to be assisted by the CEO as needed. We have also taken advantage of Invoice Quick to be in consistent communication with our customers in a more timely and professional way.